
WISN-TV
(Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Cand	lidate/Issue	DEMOCRATIO SEN	ATORIAL CAN	nPAIGN Commi	TTE
candi	t Dates (if one folder is used per date, a separate checklist must be eleted for each flight)	10/2/12-11/	le/12		
				<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17) Date:			
2.	Original contract showing requested time (when available)	Date:	8/13/12	£	
3.	Updated contracts as order changes.	Date:	9/20/12	<u>Qe</u> _	
4.	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount	· ·	10/2/12	El	
	for each rebate), if any	Date:			
		Checklist Con	npleted:		
		Ву:			
		Date:	• 112		

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision	Alt O	rder #	
	939457	1	0626	2067	
<u>Product</u>					
DSCC-IE					
Contract Dates	Estimate #				
10/02/12 - 11/06/12	1533				
Advertiser			Original	Date /	/ Revision
Democratic Senatorial Ca	ampaign Com	mittee	08/03/	12	/ 08/13/12
	Billing Cycle	Billing	Calendar		Cash/Trade
	EOM/EOC	Broado	ast		Cash
	<u>Station</u>	Accou	nt Execut	ive	Sales Office
	WISN	Will Hi	ldebrandt	i	HRP -Washingto
	Special Handl	ling			
	Demographic				
	Adults 35+				
		<u> </u>			
	IDB#	Advert	iser Code	2	Product Code
	8091	49			53
	Agency Ref		Adve	ertiser	Ref

Spots/

*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S _l	pots	Amount
N 1 WISN 10/02	/12 11/02/1	2 General He	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00				1		
Week; 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
N 2 WISN 10/02	/12 11/02/1	2 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
N 3 WISN 10/02	/12 11/02/1	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
N 4 WISN 10/02	/12 11/02/1	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
N 5 WISN 10/02	/12 11/02/1	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						, -, 5.00
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
								•		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

08/03/12 / 08/13/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
Advertiser		ininal Date / Revision

Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				T T		
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
N 6 WISN 10/02	/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P	,	:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						,
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
N 7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
<u>Start Date</u> Week: 10/08/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$300,00				1		
Week: 10/13/12	10/21/12	-TWTF -TWTF	2	\$300.00				1		
Week: 10/29/12	11/04/12	-TWTF	2 2	\$300.00				1		
		***		\$300.00						
N 8 WISN 10/02/ Start Date		12 KATIE CO Weekdays		M-F 2-3P		:30		NM	10	\$4,000.00
Week: 10/01/12	End Date 10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$400.00				1		
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
N 9 WISN 10/02/	12 11/02/	12 3-4p		3-4p		:30		NINA	40	05 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				i		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
N 10 WISN 10/02/	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				'''''	10	\$0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
N 11 WISN 10/02/			5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	3	\$1,000.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	3 3	\$1,000.00						
				\$1,000.00						
N 12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	<u>Spots/Week</u> 2	<u>Rate</u> \$350.00				1		
Week: 10/01/12	10/11/12	-TWTF	3	\$350.00 \$350.00						
			Ŭ	ΨΟ.00.00				1		

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Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

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Contract / Revision Alt Order# 939457 06262067 Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

	_					Spots/				
		Date Descript		Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF - -	Spots/Week	Rate						
Week: 10/22/12	10/21/12	-TWTF	3 3	\$350.00				I		
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00 \$350.00						
N 13 WISN 10/02										
Start Date	End Date	Weekdays	Spots/Week	6-630pm Rate		:30		NM	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				ı		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				ſ		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
N 14 WISN 10/02				6-7A		:30		NM	15	\$15,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate						\$10,000.00
Week: 10/08/12	10/14/12	-TWTF -TWTF	2	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3 3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10/02	/12 11/02/	12 Entertainn	nent Tonight	630p-7pm						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00				- 1		
N 16 WISN 10/02		12 Good Mori	ning America	7-9a		:30		NM	21	\$21,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdaγs</u> -TWTF	Spots/Week	Rate						Ψ2 1,000.00
Week: 10/08/12	10/14/12	-TWTF	3 4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00 \$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00				f		
N 17 WISN 10/02/	/12 11/02/1	12 LIVE WITH	KELLYL	9-10am						
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$450.00						
	11/04/12	-TWTF	4	\$450.00						
N 18 WISN 10/26/				Fri 9-10p		:30		NM	1	\$3,000.00
<u>Start Date</u> Week: 10/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> 1	<u>Spots/Week</u> 1	Rate						00,000.00
N 19 WISN 10/08/			<u> </u>	\$3,000.00						
Start Date	End Date	2 Dancing Weekdays	Spots/Week	Prime Other		:30		NM	5	\$25,000.00
Week: 10/08/12	10/14/12	1	<u> </u>	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$5,000.00				1		
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00				-		
								ı		

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE **15**33

Advertiser Original Date / Revision 08/03/12 Democratic Senatorial Ca / 08/13/12

						Spots/				
*Line Ch Start		ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
N 20 WISN 10/22				Mon 9-10p		:30		NM	2	\$8,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdaγs</u> 1	Spots/Week	Rate						. = (0.00.00
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$4,000.00						
N 21 WISN 10/06			· · · · · · · · · · · · · · · · · · ·	\$4,000.00						
Start Date	/12 11/03/ End Date	12 Late News Weekdays	•	10-1035p		:30		NM	5	\$3,000.00
Week: 10/01/12	10/07/12	1-	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 10/08/12	10/14/12	1-	i 1	\$600.00				l		
Week: 10/15/12	10/21/12	1 -	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	 1-	1	\$600.00						
N 22 WISN 10/13	/12 10/13/	12 College Fo	otball Game #2	230p-6p		:30		NM	1	\$6 500 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	į.	\$6,500.00
Week: 10/08/12	10/14/12	1-	1	\$6,500.00						
N 23 WISN 10/06/	/12 11/03/ ⁻	12 News Sa 6	p-630p	6-630pm		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						\$2,500.00
Week: 10/01/12	10/07/12	1-	1	\$500.00						
Week: 10/08/12	10/14/12	- - 1-	1	\$500.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1-	1	\$500.00						
Week: 10/29/12	11/04/12	- 1- 1-	1	\$500.00						
			1	\$500.00						
N 24 WISN 10/13/ Start Date	'12 11/03/1 End Date		Cm a4 - 0411.	456-6AM		:30		NM	4	\$800.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> 1-	Spots/Week	<u>Rate</u> \$200.00				- 1		
Week: 10/15/12	10/21/12	1-	1	\$200.00						
Week: 10/22/12	10/28/12	1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	1	\$200.00						
N 25 WISN 10/06/	12 11/03/1	2 News Sa 6r	ე-630n	6-630pm		:30		315.0	_	
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	5	\$3,500.00
Week: 10/01/12	10/07/12	1-	1	\$700.00						
Week: 10/08/12	10/14/12	-1-	1	\$700.00						
Week: 10/15/12	10 <i>/</i> 21/12	- 1-	1	\$700.00						
Week: 10/22/12	10/28/12	 1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00				İ		
N 26 WISN 10/06/				6-7a		:30		NM	5	\$3,000.00
Start Date Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate						**,***
Week: 10/01/12	10/07/12 10/14/12	1- 1-	1	\$600.00						
Week: 10/15/12	10/14/12	<u>-</u> 1-	1	\$600.00				1		
Week: 10/22/12	10/28/12	1 -	1	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	1 -	1	\$600.00						
N 27 WISN 10/20/										
Start Date	End Date	Weekdays	Spots/Week	630p-7p <u>Rate</u>		:30		NM	2	\$1,000.00
Week: 10/15/12	10/21/12	 1-	<u>opots/Veek</u> 1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
N 28 WISN 10/13/	12 10 <i>/</i> 27/1	2 Sat 630-7p		630-7p		:30		NM	2	\$2,000,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				MINI	2	\$2,000.00
			_							

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(" LINE LIANSACTIONS: N = New, E = EQITEQ, D = Detected)

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NM

\$2,500.00



Week: 10/29/12

N 36 WISN 10/21/12

11/04/12

10/21/12

Once

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067 Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 Democratic Senatorial Ca / 08/13/12

*** O. O	D					Spots/				-
*Line Ch Start				Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date Week: 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/14/12	T-	1 0	\$1,000.00						
Week: 10/22/12	10/21/12	1-	1	\$0.00 \$1,000.00						
		_	•							
N 29 WISN 10/06 Start Date	/12 10/20/ End Date	Weekdays	College Footbal	•		:30		NM	3	\$3,000.00
Week: 10/01/12	10/07/12	1-	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12		o O	\$0.00				1		
Week: 10/15/12	10/21/12	- 2-	2	\$1,000.00				1		
N 30 WISN 10/13	/12 11/03/	12 News Sat	7-9a	7-9am		:30		NM	4	\$4.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		LABAL	4	\$1,800.00
Week: 10/08/12	10/14/12	1-	1	\$450.00				- 1		
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
N 31 WISN 10/07		12 Late News	10pm	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						10,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1	1	\$1,600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1 1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00 \$1,600.00						
*			0114000001							
N 32 WISN 10/14/ Start Date	/12 11/04/1 End Date	12 Late News Weekdays	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Week: 10/08/12	10/14/12	<u>vveekuays</u> 1	Spots/Week 1	<u>Rate</u> \$950.00						
Week: 10/15/12	10/21/12	1	<u>i</u>	\$950.00				i		
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
N 33 WISN 10/14/	12 11/04/1	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	4	\$800.00
Week: 10/08/12	10/14/12	<u>1</u>	1	\$200.00						
Week: 10/15/12	10/21/12	- 1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00				l		
Week: 10/29/12	11/04/12	1	1	\$200.00						
N 34 WISN 10/07/		2 News Sun	530pm	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/01/12 Week: 10/08/12	10/07/12	1	1	\$500.00				- 1		
Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$500.00						
Week: 10/13/12	10/21/12	1	1 1	\$500.00						
Week: 10/29/12	11/04/12	 1	1	\$500.00						
			ı	\$500.00						
N 35 WISN 10/07/ Start Date	12 11/04/1 End Date	2 Sun GMA Weekdays	Spoto Minale	6-7a		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	Spots/Week 1	<u>Rate</u> \$400.00				Ī		
Week: 10/08/12	10/14/12	1	1	\$400.00				į		
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Maak: 10/20/12	41/04/12	- 1	4	0.400.00						

\$400.00

Sun 7-8p

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	Contract / Revision	Alt Order #	
	939457 /	06262067	
Contract Dates	Product	Estimate #	
10/02/12 - 11/06/12	DSCC-IE	1533	

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate				T		
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
N 37 WISN 10/07/	12 11/04/	12 News Sun 7	7-9a	7-9am		:30		NM	5	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					_	7=,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00				1		
Week: 10/15/12	10/21/12	1	1	\$400.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00						
N 38 WISN 10/14/		12 This Week	With George Ste	p930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12 11/04/12	1	0	\$0.00						
		-		\$1,000.00						
N 39 WISN 10/09/				Tue 7-8p		:30		NM	2	\$10,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -1	Spots/Week	Rate				1		
Week: 10/06/12 Week: 10/15/12	10/14/12	-Tm-	0	\$5,000.00 \$0.00				1		
Week: 10/13/12 Week: 10/22/12	10/21/12	-1	1	\$5,000.00						
			<u> </u>							
N 40 WISN 10/02/ Start Date	12 10/09/1 End Date		Snoto/Mook	Tue 8-9p		:30		NM	2	\$5,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00				- 1		
N 41 WISN 10/02/		12 PrivatePrac	tico			.20		NINA	•	20.222
Start Date	End Date	Weekdays	Spots/Week	Tue 9-10p Rate		:30		NM	3	\$6,600.00
Week: 10/01/12	10/07/12	-1	<u>opotarveek</u> 1	\$2,200.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	-1	1	\$2,200.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16/	12 10/30/1	12 HappyEnd		Tue 8-9p		:30		NM	3	\$9,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14441	3	\$3,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
Week: 10/22/12	10/28/12	-1	1	\$3,000.00						
Week: 10/29/12	11/04/12	-1	1	\$3,000.00						
N 43 WISN 10/27/	12 10/27/1	12 College Foo	tball Game #2	230p-6p		:30		NM	1	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						+1,000.00
Week: 10/22/12	10/28/12	1-	1	\$7,000.00						
N 44 WISN 11/03/	12 11/03/1	12 ABC Prime	College Footbal	7-1030p		:30		NM	2	\$2,600.00
Start Date	End Date	Weekdays	Spots/Week	Rate						7-,555.55
Week: 10/29/12	11/04/12	2-	2	\$1,300.00						
N 45 WISN 10/28/	12 10/28/1			9-930A		:30		NM	2	\$450.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		* *************************************
Week: 10/22/12	10/28/12	2	2	\$225.00				1		
N 46 WISN 10/22/			spital	2-3pm/1-2p		:30		NM	1	\$350.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/22/12	10/28/12	1	1	\$350.00						
N 47 WISN 11/06/	12 11/06/1	12 General Hos	spital	2-3pm/1-2p		:30	· ·	NM	1	\$350.00
								•		

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Contract / Revision Alt Order# 939457 06262067 Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00						
N 48 WISN 10/15		12 Late News		10-1030p		:30		NM	4	\$6,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u>						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	. ! 1	\$1,600.00 \$1,600.00						
Week: 10/29/12	11/04/12	1	i	\$1,600.00						
Week: 11/05/12	11/11/12	1	1	\$1,600.00						
N 49 WISN 10/15	/12 11/05/	12 The View		10-11am		:30		NM	4	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$500.00 \$500.00						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 50 WISN 11/06	/12 11/06/	12 The View		10-11am	 	:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$500.00						
N 51 WISN 10/15			N COOPER			.00				000000
Start Date	/12 11/05/ [,] End Date	Weekdays	Spots/Week	M-F 11A-12P Rate		:30		NM	4	\$900.00
Week: 10/15/12	10/21/12	1	1	\$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00				İ		
Week: 11/05/12	11/11/12	1	1	\$225.00						
N 52 WISN 10/29		·	Canta (Mank	3-4p		:30		NM	2	\$1,000.00
Start Date Week: 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	Rate						
			<u>'</u>	\$500.00		.20		——————————————————————————————————————		04 000 00
N 54 WISN 10/29 Start Date	/12 11/05/ ⁻ End Date	12 DR. OZ Weekdays	Spots/Week	4P-5P Rate		:30		NM	2	\$1,200.00
Week: 10/29/12	11/04/12	1	1	\$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
N 55 WISN 10/15		12 News M-F	•	5-530pm		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u>						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00 \$1,000.00						
Week: 10/29/12	11/04/12	1	i	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate				i		
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
N 57 WISN 10/08	/12 11/05/	12 News M-F	6р	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$1,200.00				Ţ		

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08/03/12 / 08/13/12



	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

*Line Ch Start	Date End [Date Descript	ion	Start/End Time	Days	Spots/ Length Week	Rate	Tyne	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	,-		1 1000	1,700	Ороко	Amount
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
N 58 WISN 10/15				6-7A		:30		NM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate						. ,
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
		<u></u>		\$1,000.00						
N 59 WISN 11/06 Start Date	/12 11/06/ End Date			6-7A		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	<u>Weekdays</u> -1 -	Spots/Week 1	<u>Rate</u> \$1,000.00						
N 60 WISN 10/22			•							
Start Date	End Date	Weekdays	nent Tonight Spots/Week	630p-7pm		:30		NM	3	\$2,550.00
Week: 10/22/12	10/28/12	1	<u> </u>	<u>Rate</u> \$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	1	\$850.00						
N 61 WISN 10/08/	/12 11/05/	12 Good Mor	ning America	7-9a		:30		NM	_	05.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		MINI	5	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
Week: 11/05/12	11/11/12	1 	1	\$1,000.00						
N 62 WISN 11/06/	/12 11/06/	12 Good Mor	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,		Ψ1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
N 63 WISN 10/15/				9-10am		:30		NM	4	\$1,800.00
Start Date Week: 10/15/12	End Date	Weekdays	Spots/Week	Rate						, =
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1 1	1	\$450.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00 \$450.00						
7700R. 11700/12	11/11/14	T	1	Φ450.00						
						Totals			350	\$321,650.00

Democratic Senatorial Ca

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	249	\$231,950.00	\$197,157.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	350	\$321,650.00	\$273,402.50

Signature:	Date:
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TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcasts hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attomey fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling	of property and mail, but assumes no liability for loss or damage to program or commercial
materials and other property lumished by the Agency in connection with broadcasts hereunde	er. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.	the second state of the se

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

R



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision 09/18/12 Democratic Senatorial Campaign Committee / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

Snots/

						Sp o ts/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
1 WISN 10/02		12 General H	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWT#	2	\$350.00						
Week: 10/15/12	10/21/12	-TWT#	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02	/12 11/02/ ⁻	12 Late News	10PM	10-10 3 0p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, , , , , , , , , , , , , , , , , , , ,
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWT#	4	\$1,600.00						
3 WISN 10/02	/12 11/02/ ⁻	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWT#	2	\$500.00						
Week: 10/08/12	10/14/12	-TWT#	2	\$500.00				į.		
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02	/12 11/02/ ⁻	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
<u>Start Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWT#	1	\$950.00						
Week; 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00				ļ		
Week: 10/22/12	10/28/12	-TWT#	1	\$950.00						
Week: 10/29/12	11/04/12	-TWT#	1	\$950.00						
5 WISN 10/02	/12 11/02/ ⁻	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						. ,
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWT F	1	\$750.00						
								-		

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 06262067 939457 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00				1		
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02		12 ANDERSO	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09				12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12 10/21/12	-TWTF	2	\$300.00				ŀ		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF -TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$300.00 \$300.00						
·										
8 WISN 10/02				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$400.00						
Week: 10/08/12	10/07/12	-TWTF	2	\$400.00 \$400.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02				3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	10	\$5,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				l		
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00				1		
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02	/12 11/02/	12 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02		12 News M-F		5-6A		:30		NM	15	\$5,250.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				Į		
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00				l l		

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Contract / Revision Alt Order # 939457 / 1 06262067 Product Estimate # **Contract Dates** 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

							Spots/				
*Line			ate Description		Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
10/0	<u>Start Date</u> ek: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	ek: 10/13/12 ek: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	3 3	\$350.00 \$350.00						
	ek: 10/22/12 ek: 10/29/12	11/04/12	-TWTF	4	\$350.00				1		
	WISN 10/02/				6-630pm		:30		NM	14	£16 900 00
13	Start Date	End Date	Weekdays	Spots/Week	Rate		:30		INIVI	14	\$16,800.00
We	ek: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
We	ek: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
We	ek: 10/15/12	10/21/12	-TWTF	3	\$1,200.00						
We	ek: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
We	ek: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
14	WISN 10/02/	12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
	ek: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				i		
	ek: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				1		
	ek: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				1		
	ek: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				1		
	ek: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15	WISN 10/02/			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
۱۸/۵	Start Date ek: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
	ek: 10/08/12	10/17/12	-TWTF	2	\$850.00						
	ek: 10/15/12	10/21/12	-TWTF	3	\$850.00						
	ek: 10/22/12	10/28/12	-TWTF	2	\$850.00						
	ek: 10/29/12	11/04/12	-TWTF	3	\$850.00				- 1		
16	WISN 10/02/	12 11/02/	12 Good Mor	ning America	7-9a	····	:30		NM	21	\$21,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate		.00				42 1,000.00
We	ek: 10/01/12	10/07/12	-TWTF	3	\$1,000.00				İ		
	ek: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
	ek: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
	ek: 10/22/12	10/28/12	-TWTF	5	\$1,000.00				1		
We	ek: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
17	WISN 10/02				9-10am		:30		NM	14	\$6,300.00
144-	Start Date	End Date	Weekdays	Spots/Week	Rate				l		
	ek: 10/01/12	10/07/12	-TWTF	2	\$450.00				İ		
	ek: 10/08/12 ek: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	2	\$450.00						
	ek: 10/13/12 ek: 10/22/12	10/21/12	-TWTF	3 3	\$450.00 \$450.00						
	ek: 10/29/12	11/04/12	-TWTF	4	\$450.00 \$450.00						
	WISN 10/26			-		***************************************	-20			4	00 000 00
10	Start Date	End Date	Weekdays	Spots/Week	Fri 9-10p Rate		:30		NM	1	\$3,000.00
We	ek: 10/22/12	10/28/12	1	1	\$3,000.00						
19	WISN 10/08/	/12 11/05/	12 Dancino		Prime Other		:30		NM	5	\$25,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1 5141	0	Q2-0,000.00
We	ek: 10/08/12	10/14/12	1	1	\$5,000.00						
	ek: 10/15/12	10/21/12	1	1	\$5,000.00						
We	ek: 10/22/12	10/28/12	1	1	\$5,000.00				1		

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 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 09/18/12 / 09/18/12

*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Spot Length Wee		TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	ate Range	<u>Description</u>	<u>1</u>	Start/End Time	<u>Weekday</u> :		<u>Rate</u>	<u>Type</u>		
See MG 1		1/12 Dancing		Prime Other	M	:30	\$5,000.00	NM		
6 WISN 10		/12 Dancing		Mon 7 On		.20	ØE 000 00			
⊕ MG for 19.		/12 Dancing		Mon 7-8p	M	:30	\$5,000.00	NM		
Week: 10/29/12	11/04/12	1	1	\$5,000.00				1		
Week: 11/05/12	11/11/12	1	1	\$5,000,00				l		
N 20 WISN 10/22	/12 10/29/	12 Castle		Mon 9-10p		:30		3.18.4		
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	1	\$4,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00				ı		
Spot Ch Da	ate Range	Description	1	Start/End Time	Weekdays	<u>Length</u>	Rate	<u>Type</u>		
1 W/SN 10	/22/12-10/28	/12 Cast/e		Mon 9-10p	M	:30	\$4,00 0.00	NM		
Credited		_								
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
21 WISN 10/06			•	10-1035p		:30		NM	5	\$3,000.00
<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/08/12	10/07/12	1-	1	\$600.00						
Week: 10/15/12	10/14/12	1-	1	\$600.00 \$600.00						
Week: 10/13/12	10/21/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
22 WISN 10/13/	***************************************		tball Game #2							
Start Date	End Date	Weekdays	Spots/Week	230p-6p Rate		:30		NM	1	\$6,500.00
Week: 10/08/12	10/14/12	1-	1	\$6,500.00						
23 WISN 10/06/	12 11/03/1	l 2 News Sa 6p	-630n	6-630pm		:30		NM	5	¢2 500 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIAI	3	\$2,500.00
Week: 10/01/12	10/07/12	1 -	1	\$500.00						
Week: 10/08/12	10/14/12	1-	1	\$500.00						
Week: 10/15/12	10/21/12	1-	1	\$500.00				İ		
Week: 10/22/12	10/28/12	1 -	1	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
24 WISN 10/13/			_	456-6AM		:30		NM	4	\$800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays 1-	Spots/Week	Rate						
Week: 10/05/12 Week: 10/15/12	10/14/12	1 -	1	\$200.00 \$200.00						
Week: 10/22/12	10/28/12	-1-	1	\$200.00						
Week: 10/29/12	11/04/12	1-	i	\$200.00						
25 WISN 10/06/	12 11/03/1	2 News Sa 6n	-630n	6-630pm		:30		A I B A	-	00 500 00
		Weekdays		Rate		.30		NM	5	\$3,500.00
Week: 10/01/12	10/07/12	1-	1	\$700.00				ľ		
Week: 10/08/12	10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/21/12	1-	1	\$700.00						
Week: 10/22/12	10/28/12	1-	1	\$700.00						
Week: 10/29/12	11/04/12	1-	1	\$700.00						
26 WISN 10/06/		2 Sat GMA		6-7a		:30		NM	5	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate				1		, , , , , , , , ,
Week: 10/01/12	10/07/12	1-	1	\$600.00				1		
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1- 1-	1	\$600.00				[
WEEK. 10/13/12	10/21/12	T-	1	\$600.00				ŀ		

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Contract / Revision Alt Order# 939457 06262067 / 1

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate		······	<u> </u>		•	
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/	11/03/1	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1-	0 1	\$0.00				1		
			<u> </u>	\$500.00						
28 WISN 10/13/			Cm ata AAIa ali	630-7p		:30		NM	2	\$2,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		Ö	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06/	12 10/20/1	2 ABC Prime	College Footbal	7-1030n		:30		NM	3	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	J	\$5,000.00
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	1- 1-	1	\$450.00				l		
Week: 10/13/12	10/21/12	1-	1	\$450.00 \$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00 \$450.00						
31 WISN 10/07/			10nm	10p-1030p		:30		NM	-	## 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IAIAI	5	\$8,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14/				1030p-11p		:30		NM	4	\$3,800.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/15/12	10/14/12	1	1	\$950.00 \$950.00						
Week: 10/13/12	10/21/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/	12 11/04/1	2 Su 458-6a		458-6AM		:30	***************************************	NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14341	7	\$600.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	- 1	1	\$200.00						
34 WISN 10/07/			•	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	1 1	1	\$500.00 \$500.00						
Week: 10/15/12	10/14/12	1	1 1	\$500.00 \$500.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	1	1	\$500.00						
		-	!	+555.00				L		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	939457 / 1	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision Democratic Senatorial Ca 09/18/12 / 09/18/12

						Spo	ts/			
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Wee		Type 9	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						-
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07				6-7a		:30		NM	5	\$2,000.00
<u>Start Date</u> Week: 10/01/12	<u>End Date</u> 10/07/12	Weekdays 1	Spots/Week	Rate						
Week: 10/08/12	10/07/12	1	1	\$400.00						
Week: 10/15/12	10/14/12	1	1	\$400.00 \$400.00						
Week: 10/13/12	10/28/12	- 1	1	\$400.00 \$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
36 WISN 10/21		12 Опсе		Sun 7-8p		-20		111.4	4	******
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$2,500.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00				l		
37 WISN 10/07/	/12 11/04/1	12 News Sun 7	-9a	7-9am		:30		NM	5	#2.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		INIVI	j.	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	 1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14/			With George Ste	ep930-1030am		:30		NM	2	\$2,000.00
<u>Start Date</u> Week: 10/08/12	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/05/12	10/14/12 10/21/12	1	1 0	\$1,000.00						
Week: 10/13/12 Week: 10/22/12	10/21/12		0	\$0.00 \$0.00						
Week: 10/29/12	11/04/12	1	1	\$0.00 \$1,000.00						
39 WISN 10/09/				···						
Start Date	End Date	 DanceResul Weekdays 	s Spots/Week	Tue 7-8p		:30		NM	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	<u> </u>	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1	1	\$5,000.00						
40 WISN 10/02/	12 10/09/1	2 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14191	2	9 5 ,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
N 41 WISN 10/02/		2 PrivatePract	ice	Tue 9-10p		:30		NM	2	\$4,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						* 1, 100.00
Week; 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-1	0	\$0.00						
	te Range	Description	1	\$2,200.00	18/			_ [
		12 PrivatePrac	tica	Start/End Time Tue 9-10p	-Tu		<u>Rate</u> \$2,200,00	<u>Type</u>		
Credited		12 Tivater rac	iloc	10e 3-10p	- 1144	.30	\$2,200.00	NM		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16/	12 10/30/1	2 HappyEnd		Tue 8-9p		:30		NM	2	20,000,00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIM	2	\$6,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
	te Range	<u>Description</u>		Start/End Time	Weekday	<u>/s Length</u>	<u>Rate</u>	<u>Type</u>		
	15/12-10/21/	12 HappyEnd		Tue 8-9p	-Tu	:30	\$3,000.00	NM		
Credited										

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09/18/12 / 09/18/12



	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	. 0	riginal Date / Revision

				120		matoriai Ga			,	<u> </u>
*Line Ch Start	Date End D	ate Description	1	Start/End Time	Days	Spots/ Length Week	Rate	Type S	note	Amount
					Days	Length Week	Nate	Type 3	ρυιδ	Amount
Start Date Week: 10/22/12 Week: 10/29/12	End Date 10/28/12 11/04/12	<u>Weekdays</u> -1 -1	<u>Spots/Week</u> 1 1	<u>Rate</u> \$3,000.00 \$3,000.00						
43 WISN 10/27 <u>Start Date</u> Week: 10/22/12	/12 10/27/ End Date 10/28/12	12 College Foo <u>Weekdays</u> 1-	tball Game #2 Spots/Week 1	230p-6p <u>Rate</u> \$7,000.00		:30		NM	1	\$7,000.00
44 WISN 11/03 Start Date Week: 10/29/12	/12 11/03/ End Date 11/04/12	12 ABC Prime <u>Weekdays</u> 2-	College Footbal Spots/Week 2	7-1030p <u>Rate</u> \$1,300.00		:30		NM	2	\$2,600.00
45 WISN 10/28 Start Date Week: 10/22/12	/12 10/28/ End Date 10/28/12	12 Sun 9-930A <u>Weekdays</u> 2	Spots/Week 2	9-930A <u>Rate</u> \$225.00		:30		NM	2	\$450.00
46 WISN 10/22 Start Date Week: 10/22/12	/12 10/22/ End Date 10/28/12	12 General Hos <u>Weekdays</u> 1	spital <u>Spots/Week</u> 1	2-3pm/1-2p Rate \$350.00		:30		NM	1	\$350.00
47 WISN 11/06 Start Date Week: 11/05/12	/12 11/06/ End Date 11/11/12	12 General Hos <u>Weekdays</u> -1	spital <u>Spots/Week</u> 1	2-3pm/1-2p <u>Rate</u> \$350.00		:30		NM	1	\$350.00
48 WISN 10/15, <u>Start Date</u> Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	/12 11/05/ End Date 10/21/12 10/28/12 11/04/12 11/11/12	12 Late News 1 <u>Weekdays</u> 1 1 1	OPM Spots/Week 1 1 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00		:30		NM	4	\$6,400.00
49 WISN 10/15, <u>Start Date</u> Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12		12 The View Weekdays 1 1 1	Spots/Week 1 1 1 1	10-11am Rate \$500.00 \$500.00 \$500.00 \$500.00		:30		NM	4	\$2,000.00
50 WISN 11/06/ Start Date Week: 11/05/12	/12 11/06/ End Date 11/11/12	12 The View <u>Weekdays</u> -1	Spots/Week 1	10-11am <u>Rate</u> \$500.00	• • • •	:30		NM	1	\$500.00
51 WISN 10/15/ Start Date Week: 10/15/12 Week: 10/22/12 Week: 10/29/12 Week: 11/05/12	/12 11/05/ End Date 10/21/12 10/28/12 11/04/12 11/11/12	12 ANDERSON <u>Weekdays</u> 1 1 1	I COOPER Spots/Week 1 1 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00		:30		NM	4	\$900.00
52 WISN 10/29/ <u>Start Date</u> Week: 10/29/12 Week: 11/05/12	/12 11/05/ ⁻ End Date 11/04/12 11/11/12	12 3-4p <u>Weekdays</u> 1	Spots/Week 1 1	3-4p <u>Rate</u> \$500.00 \$500.00		:30		NM	2	\$1,000.00
53 WISN 11/06/ Start Date Week: 11/05/12	/12 11/06/1 End Date 11/11/12	12 3-4p <u>Weekdays</u> -1	Spots/Week 1	3-4p <u>Rate</u> \$500.00		:30		NM	1	\$500.00
54 WISN 10/29/ <u>Start Date</u> Week: 10/29/12	/12 11/05/1 End Date 11/04/12	I2 DR. OZ <u>Weekdays</u> 1	Spots/Week 1	4P-5P <u>Rate</u> \$600.00		:30		NM	2	\$1,200.00

Democratic Senatorial Ca

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Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to stallon the amount of any bills rendered by station within the time specified and until payment in full is received by stallon. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Stallon will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst lelevision inc, does not discriminate in the sale of advertising lime, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertising on particular stations on the basis of race or ethnicity on the basis of race or ethnicity.

09/18/12 / 09/18/12



	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	<u>O</u> i	riginal Date / Revision

Spots/

Democratic Senatorial Ca

							Spots/				
*L	ine Ch Start I	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
V	<u>Start Date</u> Veek: 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						
	55 WISN 10/15/	12 11/05/	l2 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate						* .,000.00
V	Veek: 10/15/12	10/21/12	1	1	\$1,000.00						
	Veek: 10/22/12	10/28/12	1	1	\$1,000.00						
	Veek: 10/29/12	11/04/12	1	1	\$1,000.00						
	Veek: 11/05/12	11/11/12	1	1	\$1,000.00						
	56 WISN 10/15/		12 News M-F		5-6A		:30		NM	4	\$1,400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate						
-	Veek: 10/15/12	10/21/12	1	1	\$350.00						
	Veek: 10/22/12	10/28/12 11/04/12	1 1	1	\$350.00						
	Veek: 10/29/12 Veek: 11/05/12	11/11/12	1	1	\$350.00 \$350.00						
					*******					_	
	57 WISN 10/08/	'12 11/05/1 End Date		•	6-630pm		:30		NM	5	\$6,000.00
V	<u>Start Date</u> Veek: 10/08/12	10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,200.00						
	Veek: 10/05/12 Veek: 10/15/12	10/21/12	1	1	\$1,200.00						
-	Veek: 10/22/12	10/28/12	1	1	\$1,200.00						
	Veek: 10/29/12	11/04/12	1	1	\$1,200.00				- 1		
	Veek: 11/05/12	11/11/12	1	1	\$1,200.00						
-	58 WISN 10/15/	12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate		100			•	ψ 1,000.00
V	Veek: 10/15/12	10/21/12	1	1	\$1,000.00						
٧	Veek: 10/22/12	10/28/12	1	1	\$1,000.00						
	Veek: 10/29/12	11/04/12	1	1	\$1,000.00						
	Veek: 11/05/12	11/11/12	1	11	\$1,000.00						
	59 WISN 11/06/	/12 11/06/ ⁻	12 News M-F	6a	6-7A		:30		NM	1	\$1,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
V	Veek: 11/05/12	11/11/12	-1	1	\$1,000.00						
	60 WISN 10/22/			nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	Veek: 10/22/12	10/28/12	1	1	\$850.00						
	Veek: 10/29/12 Veek: 11/05/12	11/04/12 11/11/12	1	1	\$850.00 \$850.00						
V										_	
	61 WISN 10/08/			ning America	7-9a		:30		NM	5	\$5,000.00
V	Start Date Veek; 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00						
	Veek: 10/05/12 Veek: 10/15/12	10/21/12	1	1	\$1,000.00				1		
	Veek: 10/22/12	10/28/12	1	1	\$1,000.00						
	Veek: 10/29/12	11/04/12	1	i	\$1,000.00						
	Veek: 11/05/12	11/11/12	1	1	\$1,000.00						
_	62 WISN 11/06/		12 Good Mor	ning America	7-9a		:30		NM	1	\$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate				''''	•	\$ 1,000.00
V	Veek: 11/05/12	11/11/12	-1	1	\$1,000.00						
	63 WISN 10/15/	/12 11/05/ ⁻	12 LIVE WIT	H KELLY!	9-10am		:30		NM	4	\$1,800.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
	Veek: 10/15/12	10/21/12	1	1	\$450.00						
V	Veek: 10/22/12	10/28/12	1	1	\$450.00				l		

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	Contract / Revision 939457 / 1	Alt Order # 06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533
<u>Advertiser</u>		Original Date / Revision
Democratic Senatoria	l Ca	09/18/12 / 09/18/12

							Spots/			
*Line Ch	Start D	ate End Da	ate Description	on	Start/End Time	Days	Length Week	Rate	Type Spots	Amount
<u>S</u> tar	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					
Week: 10/2	29/12	11/04/12	1	1	\$450.00					
Week: 11/0)5/12	11/11/12	1	1	\$450.00					
	***************************************						Totals	S	347	\$312,450.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	
_		

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnis	shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except	t after its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not therefore made payment to the Agency thereon, and to the extent that Advertiser has heretofore made payment to the Agency thereon, and to the extent that Advertiser has heretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to he media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commissi
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	vision		Alt Order#			
	939457	/ 2		06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
<u>Advertiser</u>			Ori	ginal Date	/ Revision		
Democratic Senatorial Ca	ampaign Com	mittee	1	0/01/12	/ 10/01/12		
	Billing Cycle	Billing	Cal	endar	Cash/Trade		
	EOM/EOC	Broadcast			Cash		
	<u>Station</u>	Accour	nt E	xecutive	Sales Office		
	WISN	Will Hi	ldeb	randt	HRP -Washingt		
	Special Hand	ling					
	Demographic						
	Adults 35+						
	IDB#	Advert	iser	Code	Product Code		
	8091	49			53		
	Agency Ref			Advertiser	Ref		
	1						

	*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	Type S	pots	Amount
ľ	1 WISN 10/02			Pr	2-3pm/1-2p		:30		NM	10	\$3,500.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
	Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
	Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
	Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
	2 WISN 10/02				10-1030p		:30		NM	15	\$24,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
	Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
	Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
	Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
	3 WISN 10/02/	/12 11/02/ ⁻	12 The View		10-11am		:30		NM	14	\$7,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
	Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
	Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
	Week: 10/22/12	10/28/12	-TWTF	3	\$500.00				1		
	Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
	4 WISN 10/02	/12 11/02/	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
	Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
	Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
	Week: 10/22/12	10/28/12	-TWTF	1	\$950.00				j		
	Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
	5 WISN 10/02	/12 11/02/	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
	Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
	Week: 10/08/12	10/14/12	-TWTF	1	\$750.00				l		

(* Line Transactions: N = New, E = Edited, D = Deleted)

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an inlent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicily.



Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02		12 ANDERS	ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF -TWTF	3	\$225.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	3	\$225.00						
			4	\$225.00						
7 WISN 10/09/		·- · · · · - · - · · -		12P-1P		:30		NM	8	\$2,400.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$300.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02										
Start Date	End Date	Weekdays	Spots/Week	M-F 2-3P <u>Rate</u>		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	-TWTF	<u> 2</u>	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/	/12 11/02/	12 3-4p		3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					10	40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWT.F	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/				4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						•
Week: 10/01/12 Week: 10/08/12	10/07/12 10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/14/12	-TWTF -TWTF	2	\$600.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-1WTF	2 2	\$600.00 \$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/										
Start Date	End Date	Weekdays	Spots/Week	5-530pm <u>Rate</u>		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/	12 11/02/	12 News M-F	5a	5-6A		:30		NM	15	\$5.350.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14141	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00						

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Contract / Revision Alt Order# 06262067 939457

Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

							Spots/				
*	Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-TWTF	3 3	\$350.00						
	Week: 10/29/12	11/04/12	-TWTF -TWTF	3 4	\$350.00 \$350.00						
_											
	13 WISN 10/02/ Start Date	/12 11/02/ ⁻ <u>End Date</u>		•	6-630pm		:30		NM	14	\$16,800.00
	Week: 10/01/12	10/07/12	<u>Weekdays</u> -TwTF	Spots/Week 2	<u>Rate</u> \$1,200.00						
	Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
	Week: 10/15/12	10/21/12	-TWTF	3	\$1,200.00				ŀ		
	Week: 10/22/12	10/28/12	-TWTF	3	\$1,200.00						
	Week: 10/29/12	11/04/12	-TWTF	3	\$1,200.00						
_	14 WISN 10/02/	/12 11/02/	12 News M-F	6a	6-7A		:30		NM	15	\$15,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate		144				V10,000.00
	Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
	Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
	Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
	Week: 10/22/12	10/28/12	-TWT F	3	\$1,000.00						
	Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
	15 WISN 10/02/	/12 11/02/	12 Entertainm	nent Tonight	630p-7pm		:30		NM	12	\$10,200,00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, -,
	Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
	Week: 10/08/12	10/14/12	-TWT F	2	\$850.00						
	Week: 10/15/12	10/21/12	-TWT F	3	\$850.00						
	Week: 10/22/12	10/28/12	-TWTF	2	\$850.00						
	Week: 10/29/12	11/04/12	-TWTF	3	\$850.00	1-11-					
	16 WISN 10/02/		12 Good Mori	ning America	7-ga		:30		NM	21	\$21,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
	Week: 10/08/12	10/14/12	-TWT F	4	\$1,000.00.						
	Week: 10/15/12	10/21/12	-TWT F	4	\$1,000.00				ı		
	Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
_	Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
	17 WISN 10/02/				9-10am		:30		NM	14	\$6,300.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
	Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWT F	2	\$450.00						
	Week: 10/15/12	10/21/12	-TWTF -TWTF	3 3	\$450.00						
	Week: 10/29/12	11/04/12	-TWTF	4	\$450.00 \$450.00						
_							~~				
	18 WISN 10/26/ Start Date	Find Date	Weekdays	Spots/Week	Fri 9-10p Rate		:30		NM	1	\$3,000.00
	Week: 10/22/12	10/28/12	1	<u>30013/44eek</u> 1	\$3,000.00						
_	19 WISN 10/08/	/12 11/05/	12 Dancing		Prime Other	******	:30		NM	5	\$25,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate		-		7	ŭ	420,000.00
	Week: 10/08/12	10/14/12	1	1	\$5,000.00				ļ		
	Week: 10/15/12	10/21/12	1	1	\$5,000.00				l		
	Week: 10/22/12	10/28/12	1	1	\$5,000.00				l		
									_		

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specified,

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

[]	Contract / Re	evisi	on	 Alt Order#
	939457	1	2	06262067
_				

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 WISN 10/22/12-10/28/12 Dancing	Prime Other	м :30 \$5,000.00	NM	
See MG 19.6				
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM	
₩ MG for 19.3 10/22				
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/22/12 10/28/12 1 1	<u>Rate</u>		1	
Spot Ch Date Range Description	\$4,000.00 <u>Start/End Time</u>	Weekdays Length Rate	Туре	
1 WISN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM	
Credited Credited	mon s-rop	· · · · · · · · · · · · · · · · · · ·	/ * ****	
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.55	*****	40,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
Week: 10/22/12 10/28/121- 1	\$600.00		į.	
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/08/12 10/14/121- 1	\$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$500.00			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	Rate	.55	, , , , , , , , , , , , , , , , , , ,	\$500.00
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
Start Date End Date Weekdays Spots/Week	Rate			
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1	\$700.00 \$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00		1	
		-20	NIM "	62 000 00
26 WISN 10/06/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week	6-7a Rate	:30	NM 5	\$3,000.00
Week: 10/01/12	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			
			-	

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812 | Contract / Revision | Alt Order # | 06262067 |

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/01/12 / 10/01/12

						Spots/				
*Line Ch Start l	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20/	12 11/03/	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13/	12 10/27/	12 Sat 630-7p		630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00				ļ		
Week: 10/15/12	10/21/12		0	\$0,00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06/	12 10/20/	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/	/12 11/03/ ⁻	12 News Sat 7	'-9a	7-9am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1-	1	\$450.00						
Week: 10/15/12	10/21/12	1-	1	\$450.00						
Week: 10/22/12	10/28/12	1-	1	\$450.00				ı		
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/	/12 11/04/ ⁻	12 Late News	•	10p-1030p		:30		NM	5	\$8,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,600.00				1		
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	l	\$1,600.00						
32 WISN 10/14/			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12 11/04/12	1 1	1	\$950.00 \$950.00						
Week: 10/29/12	-		l l					- NO 4		
33 WISN 10/14/	/12 11/04/ ⁻ End Date		Cnoto Minak	458-6AM		:30		NM	4	\$800.00
<u>Start Date</u> Week: 10/08/12	10/14/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	<u>i</u>	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/			530nm	530-6p		:30		NM	5	\$2,500.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14(A)	J	Ψ2,300.00
Week: 10/01/12	10/07/12	1	1	\$500.00				1		
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order # Contract / Revision 06262067 939457 Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/01/12 / 10/01/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description
Week: 10/29/12 11/04/12 1 1 \$500.00 35 WISN 10/07/12 11/04/12 Sun GMA 6-7a :30 NM 5 \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$400.00 Week: 10/08/12 10/14/121 1 \$400.00 Week: 10/22/12 10/28/121 1 \$400.00 Week: 10/29/12 11/04/121 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/121 1 \$2,500.00
Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1 1 \$400.00 Week: 10/08/12 10/14/12 1 1 \$400.00 Week: 10/22/12 10/28/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$2,500.00
Week: 10/01/12 10/07/12 1 1 \$400.00 Week: 10/08/12 10/14/12 1 1 \$400.00 Week: 10/15/12 10/21/12 1 1 \$400.00 Week: 10/22/12 10/28/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$2,500.00
Week: 10/08/12 10/14/12 1 1 \$400.00 Week: 10/15/12 10/21/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$2,500.00
Week: 10/15/12 10/21/12 1 1 \$400.00 Week: 10/29/12 10/28/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 Start Date Veek: 10/15/12 End Date Veekdays Veek Neek Rate Veek: 10/15/12 10/21/12 1 1 \$2,500.00
Week: 10/22/12 10/28/12 1 1 \$400.00 Week: 10/29/12 11/04/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 Start Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$2,500.00
Week: 10/29/12 11/04/12 1 1 \$400.00 36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 Start Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$2,500.00
36 WISN 10/21/12 10/21/12 Once Sun 7-8p :30 NM 1 \$2,500.00 <u>Start Date End Date Weekdays Spots/Week Rate</u> Week: 10/15/12 10/21/121 1 \$2,500.00
<u>Start Date </u>
Week: 10/15/12 10/21/121 1 \$2,500.00
37 WISN 10/07/12 11/04/12 News Sun 7-9a 7-9am :30 NM 5 \$2,000.00
37 WISN 10/07/12 11/04/12 News Sun 7-9a 7-9am :30 NM 5 \$2,000.00
Week: 10/01/12 10/07/121 1 \$400.00
Week: 10/08/12 10/14/121 1 \$400.00
Week: 10/15/12 10/21/121 1 \$400.00
Week: 10/22/12 10/28/121 1 \$400.00
Week: 10/29/12 11/04/121 1 \$400.00
38 WISN 10/14/12 11/04/12 This Week With George Step930-1030am :30 NM 2 \$2,000.00
Start Date End Date Weekdays Spots/Week Rate
Week: 10/08/12 10/14/121 1 \$1,000.00
Week: 10/15/12
Week: 10/22/12 10/28/12 0 \$0.00
Week: 10/29/12 11/04/121 1 \$1,000.00
39 WISN 10/09/12 10/23/12 DanceResults Tue 7-8p :30 NM 2 \$10,000.00
Start Date End Date Weekdays Spots/Week Rate
Week: 10/08/12
Week: 10/15/12
N 40 WISN 10/02/12 10/09/12 HappyEnd Tue 8-9p :30 NM 2 \$5,000.00
<u>Start Date </u>
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type
1 W/SN 10/01/12-10/07/12 HappyEnd Tue 8-9p -Tu :30 \$2,500.00 NM
See <i>MG 4</i> 0.3
3 WISN 10/01/12-10/07/12 DWTS Results Tue 8-9p -Tu :30 \$2,500.00 NM
Week: 10/08/12
41 WISN 10/02/12 10/30/12 PrivatePractice Tue 9-10p :30 NM 2 \$4,400.00
Start Date End Date Weekdays Spots/Week Rate
Week: 10/01/12
Week: 10/08/12
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 2 WISN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu :30 \$2,200.00 NM
2 WISH 10/13/12-10/21/12 FINALEFIACIOCE 10e 9-10p = 10====== .30 \$2,200.00
Week: 10/22/12
Week: 10/29/12 11/04/12 -1 1 \$2,200.00

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Contract / Revision Alt Order # 939457 / 2 06262067 Contract Dates Estimate # Product DSCC-IE 10/02/12 - 11/06/12 1**5**33

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
42 WISN 10/16/12 10/30/12 HappyEnd <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1 <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>	Tue 8-9p <u>Rate</u> \$3,000.00 Start/End Time	:30 Weekdays Length Rate	NM 2 Type	\$6,000.00
1 WISN 10/15/12-10/21/12 HappyEnd Credited Week: 10/22/12 10/28/12 -1 1	Tue 8-9p \$3,000.00	-Tu :30 \$3,000.00	NM NM	
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	230p-6p <u>Rate</u> \$7,000.00	:30	NM 1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 2- 2	7-1030p <u>Rate</u> \$1,300.00	:30	NM 2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM 2	\$450.00
46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM 1	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM 1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00	:30	NM 4	\$6,400.00
Week: 10/29/12	\$1,600.00 \$1,600.00			
49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	10-11am Rate \$500.00 \$500.00 \$500.00 \$500.00	:30	NM 4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	10-11am <u>Rate</u> \$500.00	:30	NM 1	\$500.00
51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00	:30	NM 4	\$900.00
52 WISN 10/29/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1	3-4p <u>Rate</u> \$500.00 \$500.00	:30	NM 2	\$1,000.00
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM 1	\$500.00

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

			Spots/			
*Line Ch Start Date End Date Description		Start/End Time	Days Length Week	Rate Type	Spots	Amount
	Spots/Week	<u>Rate</u>				
Week: 11/05/12 11/11/12 -1	1	\$500.00				
54 WISN 10/29/12 11/05/12 DR. OZ		4P-5P	:30	NM	2	\$1,200.00
	Spots/Week	Rate				
Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	1	\$600.00				
	I	\$600.00				
55 WISN 10/15/12 11/05/12 News M-F 5p Start Date End Date Weekdays S	Constantinal.	5-530pm	:30	NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/15/12 10/21/12 1	Spots/Week 1	<u>Rate</u> \$1,000.00				
Week: 10/22/12 10/28/12 1	1	\$1,000.00				
Week: 10/29/12 11/04/12 1	1	\$1,000.00				
Week: 11/05/12 11/11/12 1	1	\$1,000.00				
56 WISN 10/15/12 11/05/12 News M-F 5a		5-6A	:30	NM	1 4	\$1,400.00
	Spots/Week	<u>Rate</u>				V., 100.00
Week: 10/15/12 10/21/12 1	1	\$350.00				
Week: 10/22/12 10/28/12 1	1	\$350.00				
Week: 10/29/12 11/04/12 1 Week: 11/05/12 11/11/12 1	1	\$350.00				
	I	\$350.00			1	
57 WISN 10/08/12 11/05/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> S	Smata BAlank	6-630pm	:30	NM	5	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/08/12 10/14/12 1	Spots/Week 1	<u>Rate</u> \$1,200.00				
Week: 10/15/12 10/21/12 1	1	\$1,200.00				
Week: 10/22/12 10/28/12 1	1	\$1,200.00			1	
Week: 10/29/12 11/04/12 1	1	\$1,200.00			1	
Week: 11/05/12 11/11/12 1	1	\$1,200.00				
58 WISN 10/15/12 11/05/12 News M-F 6a		6-7A	:30	NM	4	\$4,000.00
	Spots/Week	Rate				•
Week: 10/15/12 10/21/12 1 Week: 10/22/12 10/28/12 1	1	\$1,000.00				
Week: 10/22/12	1	\$1,000.00				
Week: 11/05/12 11/11/12 1	1	\$1,000.00 \$1,000.00				
59 WISN 11/06/12 11/06/12 News M-F 6a			.20		1 .	
	Spots/Week	6-7A Rate	:30	NM	1	\$1,000.00
Week: 11/05/12 11/11/12 -1	1	\$1,000.00				
60 WISN 10/22/12 11/05/12 Entertainment	Toniaht	630p-7pm	:30	NM	3	\$2,550.00
	Spots/Week	Rate	.00	14181	ľ	Ψ2,000.00
Week: 10/22/12 10/28/12 1	1	\$850.00				
Week: 10/29/12 11/04/12 1	1	\$850.00			l	
Week: 11/05/12 11/11/12 1	11	\$850.00				
61 WISN 10/08/12 11/05/12 Good Morning		7-9a	:30	NM	5	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>S</u> Week: 10/08/12 10/14/12 1	Spots/Week	<u>Rate</u> \$1,000.00			l	
Week: 10/15/12 10/21/12 1	1	\$1,000.00				
Week: 10/22/12 10/28/12 1	1	\$1,000.00				
Week: 10/29/12 11/04/12 1	1	\$1,000.00				
Week: 11/05/12 11/11/12 1	1	\$1,000.00				
62 WISN 11/06/12 11/06/12 Good Morning	America	7-9a	:30	NM	1 1	\$1,000.00
Start Date End Date Weekdays S	Spots/Week	<u>Rate</u>	• + -]	¥ 1,000.00
Week: 11/05/12 11/11/12 -1	1	\$1,000.00				

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10/01/12 / 10/01/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 2	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	2	Original Date / Revision

Spots/

Democratic Senatorial Ca

*Line Ch Start	t Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
63 WISN 10/1	5/12 11/05/	12 LIVE WITH	HKELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00				-		
									0.45	0040 : 00

347 \$312,450.00 Totals

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	
		ADDRESS

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS 1.

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency (a) shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

TERMINATION

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station falls to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

PREEMPTIONS 4.

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES 5.

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6, AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

INDEMNIFICATION 7.

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES 8.

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
	shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts excep-	t after its prior approval

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]